

49. (Original) The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's language association with the commercial entity's brand equity.

50 - 63. (Canceled)

64. (Previously Added) The computerized method of claim 33, wherein the statistical report will illustrate a number of first-time accesses of consumers to the interactive advertising message over a period of time.

65. (Previously Added) The computerized method of claim 33, wherein the statistical report will illustrate a comparison of the number of consumers who were able to identify at least one of the commercial entity's logo, trademark, tradename, tag line, and product name versus at least one of a competitor's logo, trademark, tradename, tag line, and product name.

66. (Previously Added) The computerized method of claim 33, wherein the statistical report will illustrate information related to the consumer's interaction time with the interactive advertising message.

67. (Previously Added) A computerized method for at least one of providing advertising to a consumer and for gathering statistical data from the consumer associated with at least one of a commercial entity's products and services, comprising the steps of:  
providing a computerized game to a consumer, the game including the step of testing the consumer's ability to recognize a marketing object associated with the commercial entity, the marketing object taken from a group consisting of: the commercial entity's logo, the commercial entity's trademark, the commercial entity's tradename, the commercial entity's tag line, the commercial entity's product name, a competitor's logo, a competitor's trademark, a competitor's tradename, a competitor's tag line and a competitor's product name;